

## WHAT IS CLAIMED IS:

1. A television broadcasting system comprising a broadcast service equipment disposed at a broadcasting side for delivering chargeable programs and advertisement programs, and a plurality of set top boxes (STBs) each disposed at a subscriber side for  
5 receiving the chargeable programs and the advertisement programs to display the chargeable programs and the advertisement programs on a screen, each of the STBs having a function for selecting a charging system among a plurality of charging systems based on a viewing type of the subscriber side  
10 with respect to viewing the chargeable programs and the advertisement programs.
2. The television broadcasting system as defined in claim 1, wherein the subscriber side selects, before viewing one of the chargeable programs, either a first option for viewing no advertisement program and a second option for viewing at least  
5 one of the advertisement programs together with the one of the chargeable programs, and the broadcasting side sets a first charging system or a second charging system depending on the first option or the second option.
3. The television broadcasting system as defined in claim 2, wherein each of the STBs allows the at least one of the

advertisement programs to be displayed on the screen as an advertisement icon during display of the one of the chargeable  
5 programs when the first option is selected.

4. The television broadcasting system as defined in claim 3, wherein a click of the advertisement icon to display one of the advertisement programs on the screen allows the broadcasting side to set a charging system which charges a lower fee.

5. The television broadcasting system as defined in claim 4, wherein each of the STBs has an internet function for receiving advertisement data for display thereof on the screen during display of one of the advertisement programs.

6. The television broadcasting system as defined in claim 5, wherein an access to advertisement data via the internet allows the broadcasting side to set another charging system which charges a lower fee.

7. The television broadcasting system as defined in claim 6, wherein purchase of a commodity in connection with one of the advertisement programs allows the broadcasting side to set another charging system which charges a lower fee.

8. The television broadcasting system as defined in claim 3,

wherein each of the STBs has a storage device for storing one of the chargeable programs after one of the advertisement icons is clicked.

9. The television broadcasting system as defined in claim 8, wherein the chargeable program is displayed in a time-shift display scheme after the chargeable program is restarted from a temporary stop by the click of the advertisement icon.

10. A method for setting a charging system for a cable television broadcasting system, comprising the steps of allowing a viewer to select a first option to view only a chargeable program or a second option to view an advertisement program as an icon together with a chargeable program, allowing the viewer to select the icon to display the advertisement program instead of the chargeable program while storing the chargeable program in a storage device, and allowing the viewer to select restart of the chargeable program in a time-shift display scheme by reading the chargeable program from the storage device.